

Amendment to the Specification

Please amend the Specification as marked-up below.

Page 6, paragraph in lines 6-9:

2. While the users are browsing the web site, the web site collects the IP addresses of users during their ~~web-bir-web-bir-web-bir~~ web browsing. As can be understood by those skilled in the WWW, the collection of IP addresses is done automatically and is a required protocol for any server-client interface on the Internet or WWW.

Page 7, paragraph in lines 9-11:

6. From the geographic location, it is possible to derive the most likely values for some demographic attributes of an Internet client. This is usually done by referring to a census coverage file.

Page 7, paragraph in lines 21-30:

~~7.m(-03U7-m(-03U7-~~ When a user's address is known, some of the user's demographic information may also be deduced for even more targeted advertising or messaging. For example, if the user's address is within a typically Asian neighborhood, this information can facilitate even more targeted advertisement. For example, if the information collected suggests that the user lives in the downtown of New York City, then advertisement geared toward city dwellers may be targeted to the user. If in Florida, then perhaps advertisement for sun tan protection, or for retirement life style may be targeted. All this improved advertisement targeting can be done without the user ever entering any information about his or her location, since the location is 'deduced' from the user's IP address and the collected database.

Page 8, paragraph in lines 14-23:

8. Since the advertisement or messaging will be more geographically related to the users, the advertisement or messaging may contain a "Get Coupon", "Get Map" or "Get Property Tax Form" button to allow the users to get a map of the merchant or a form from the county government or a coupon. Also, the advertisement can even contain a coupon to offer to the Internet client. Now, the Internet user is first reminded of how close a supermarket is to his present location, and then offered a coupon ~~coupon-coupon-skill~~ to that supermarket. It will be a little difficult for the user to resist such an offering of convenience and value. Also, since the users access the coupons only when they are interested enough based on the geographically targeted advertisements they receive, the coupons are more effective than other mass mailing coupons.

Page 9, paragraph in lines 26-27:

- Geocode the user's address and store the address, lat/long coordinates and IP address within one or several database ~~reverse-reverse~~ records.